

Sample Agenda: *Toadstools* Sales Meeting

Made Up Things, Inc.'s *Toadstools* is a novelty product about the size and shape of a button. Users breathe on the button, and it inflates to become a comfortable cushion that decomposes in about eight to 10 hours. It has been widely sold at outdoor concerts, sporting events, and so forth, but recently sales have declined. Marketing manager Jennifer Olives has called a meeting to determine why the sales have been going down and to identify ways to get the product back on track.

The following is the meeting agenda.

Meeting Objective(s)

To determine the causes behind the declining sales of *Toadstools* and to identify a few viable solutions to the problem using brainstorming techniques.

Logistics	Participants	Responsibilities
Date: Thursday, October 15	Jennifer Olives	Meeting leader
Time: 10:00 a. m.-11:00 a. m.	Sarah Callas	Present the product history; suggest possible solutions
Location: Conference room 411	Robert Cherry	Timekeeper; read background materials and suggest possible solutions
	Tito Jackson	Notetaker; read background materials and suggest solutions
	Dick Martindale	Facilitator
	Quinn Martin	Read background materials and suggest possible solutions
	Lee Meriwether	Understand background; explain budget limitations

Meeting Outline

The following lists planned meeting activities, their duration, and the person or persons responsible:

- purpose of meeting; introduction of participants (5 minutes; Jennifer Olives)
- brief product history (5 minutes; Sarah Callas)
- brainstorming session (15 minutes; whole group)
 - process: round robin in which each participant gives one or two suggestions for increasing sales
- identification of basis for evaluating solutions (10 minutes; whole group)
 - process: determine most important criterion for solution (speed, quality, innovation, and so forth)
- evaluation and ordering of solutions based on ranking of criteria (10 minutes; whole group)
- agreement on responsibilities and next steps and conclusions (10 minutes; Jennifer Olives)
- question-and-answer session (5 minutes; whole group).